Creating Content for Soundtrack and LiveType

Session 003

Creating Content for Soundtrack and LiveType

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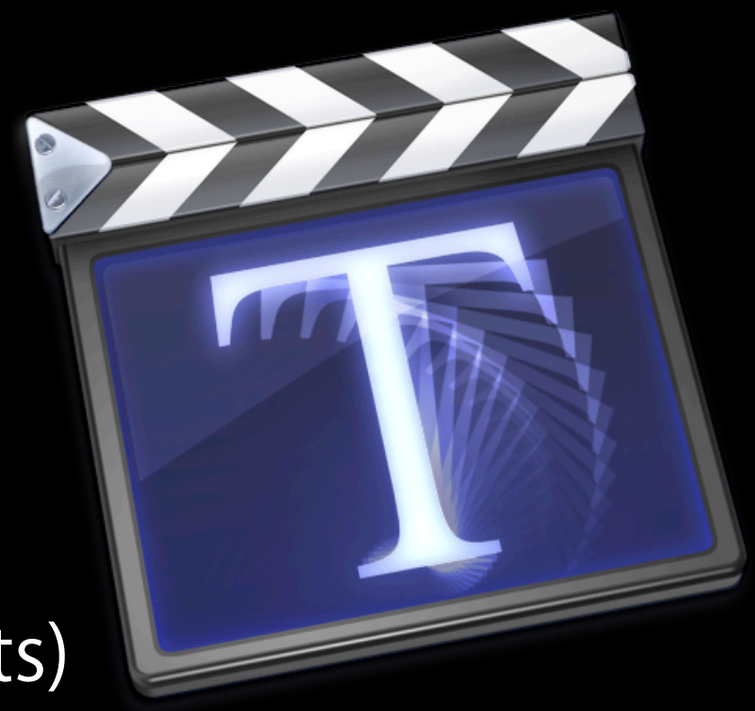
LiveType



- New Pro Video Titler
- Bundled with Final Cut Pro 4
- LiveType Content
  - ActiveFiles (Textures, Objects, LiveFonts)
  - Effects
  - Templates

Demo

Tom Langmacher
Product Designer
toml@apple.com

http://developer.apple.com/wwdc2003/urls.html

Creating Content

Dave Howell
LiveType Engineering Manager
dhowell@apple.com

Types of LiveType Content

- ActiveFiles
  - Texture
  - Object
  - LiveFont
- Effects
- Templates

ActiveFiles

- AFP: ActiveFile Proxy
  - Relatively compact file
  - Contains Poster Frame for each glyph
  - Contains ActiveFile definition
- AFD: ActiveFile Data
  - Large file
  - Contains all glyph frames for ActiveFile

Texture

- 24-bit high-quality RGB animation
- High resolution, full frame rate
- For backgrounds and texture mattes

Object

- 32-bit high-quality ARGB animation
- Straight or premultiplied alpha
- High resolution, full frame rate
- For lower thirds, accents, mattes, special effects, etc.

LiveFont

- One 32-bit high-quality ARGB animation for each glyph
- Straight or premultiplied alpha
- High resolution, full frame rate
- Built by compiling a FontScript

FontScript

- Simple command language
- Compiled in LiveType by FontMaker tool
- Yields an ActiveFile (Texture, Object, or LiveFont) pair
- FontScript spec in LiveType manual appendix

FontScript

```
fontName "Cool Demo"
dataName "Cool Demo.afd"
proxyName "Cool Demo.afp"
proxyMovie "Cool Demo.mov"
dvdName "Demo Disc"
cdName "Demo Disc"
flavor ActiveFont
alphaType Straight
desc "Handwritten wiggle font. Best with 15% sequence"
lowerLeft 40 160
center 170 265
spaceWidth 140
monoWidth 300
fontSize 500
canLoop 1
introFrames 40
```

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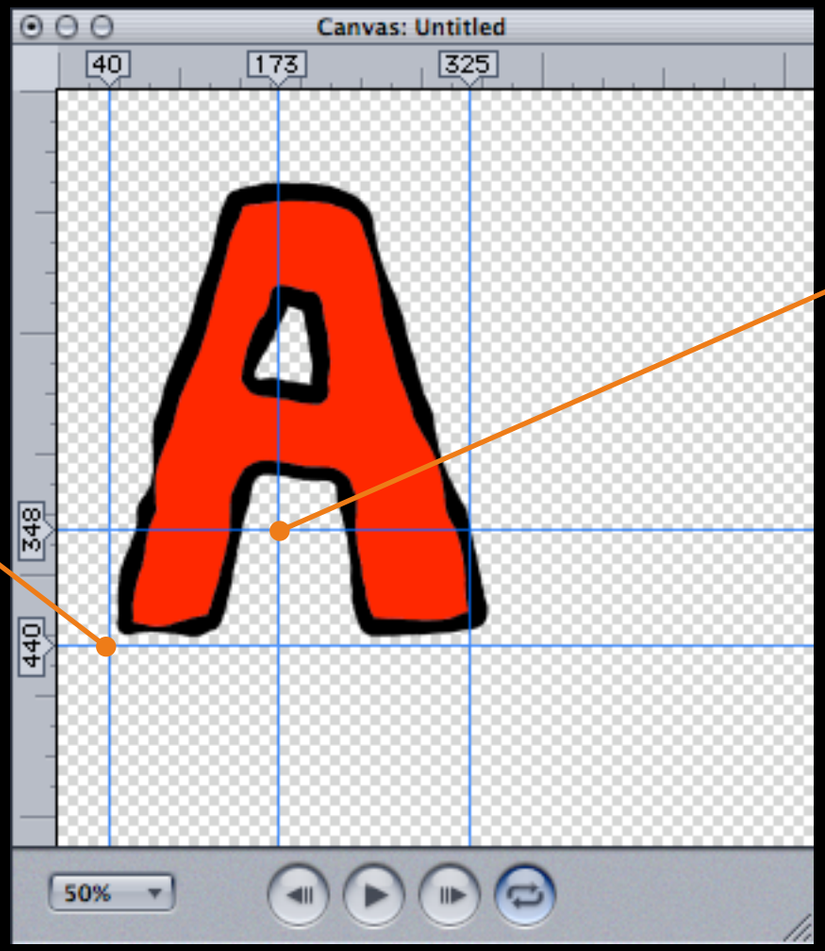
FontScript

```
lowerLeft 40 160
```

x,y offset from lower-left of canvas to glyph's anchor point

```
center 170 265
```

x,y canvas position of glyph's pivot point



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FontScript

```
lowerLeft 40 160
center 170 265
spaceWidth 140
monoWidth 300
fontSize 500
canLoop 1
introFrames 40
loopFrames 20
endFrames 0
rgbQuality 0.6
alphaQuality 0.6
frameRate 30
aspect 1.0

-- Default values
defaultSize  80
```

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fontSize 500
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loopFrames 20
endFrames 0
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rgbQuality 0.6
alphaQuality 0.6
frameRate 30
aspect 1.0

-- Default values
defaultSize  80
```

FontScript

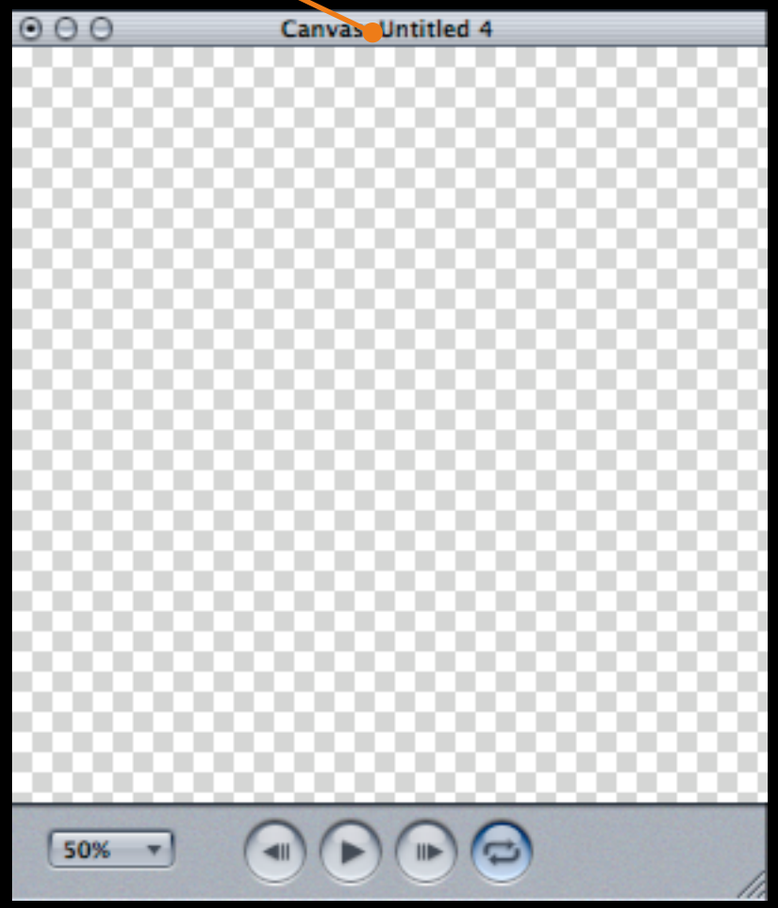
```
defaultSize  80
defaultSpeed 100
defaultJustify center
defaultOutline 0 1 0 0 0 1
defaultBlur 0
defaultOpacity 100
defaultColorize 0 0 0 0
defaultHSL 0 0 0
defaultMatte 0
defaultShadow 1 5 5 100 100 50 7 0 0 0 0 1
defaultHoldFirst 0 F
defaultHoldLast 0 sec
defaultLoop 1 3
defaultRandomLoop 0 1 1
defaultSequence 1 15 fwd
defaultRandomStart 0 10 frames
```

FontScript

```
-- Glyphs
glyph "-" "-.mov" 180 40 40 160 120 348
glyph "," ",.mov" 100 40 40 160 80 180
glyph "!" "!.mov" 85 40 40 160 73 348
glyph "'" "'.mov" 70 40 40 160 35 410
glyph "(" "(.mov" 160 40 40 160 110 348
glyph ")" ").mov" 145 40 40 160 103 348
glyph "@" "@.mov" 275 40 40 160 168 348
glyph "&" "&.mov" 275 40 40 160 168 348
glyph "#" "#.mov" 285 40 40 160 173 348
glyph "%" "%.mov" 325 40 40 160 193 348
glyph "$" "$.mov" 250 40 40 160 155 348
glyph "+" "+.mov" 260 40 40 160 160 348
glyph "=" "=.mov" 275 40 40 160 168 348
glyph "0" "0.mov" 310 40 40 160 185 348
glyph "1" "1.mov" 135 40 40 160 98 348
```

FontScript

```
-- Glyphs
glyph "Aa" "A.mov" 285 40
```



FontScript

```
-- Glyphs
glyph "Aa" "A.mov" 285 40
```

Glyph width

Proxy frame index

FontScript

```
-- Glyphs
glyph "Aa" "A.mov" 285 40 40 160 173 348
```

Optional Glyph parameters

lowerLeft

center

Effect

- Glyph behavior
- Animates text parameters
- Stackable
- Bezier motion paths
- User-editable

Template

- LiveType stationery
- Saved project file
- Complete animation, ready to edit text
- Convenient bundle for themed content
  - ActiveFiles (Textures, Objects, and LiveFonts)
  - Movies and images
  - Effects

Template

Browser Example

Template

Rendered Example

Thumbnail Movie

- Appears in Browser
  - ActiveFiles
  - Effects
  - Templates
- 160x120 resolution
- For convenience, use a Thumbnail template

Installing Content

- AFPs (ActiveFile Proxies)
  - /Library/Application Support/LiveType/LiveFonts/category/
  - /Library/Application Support/LiveType/Textures/category/
  - /Library/Application Support/LiveType/Objects/category/
- AFDs (ActiveFile Data)
  - /Library/Application Support/LiveType/LiveFont Data/
- Effects
  - /Library/Application Support/LiveType/Effects/category/
- Templates
  - /Library/Application Support/LiveType/Templates/category/

Design Tips

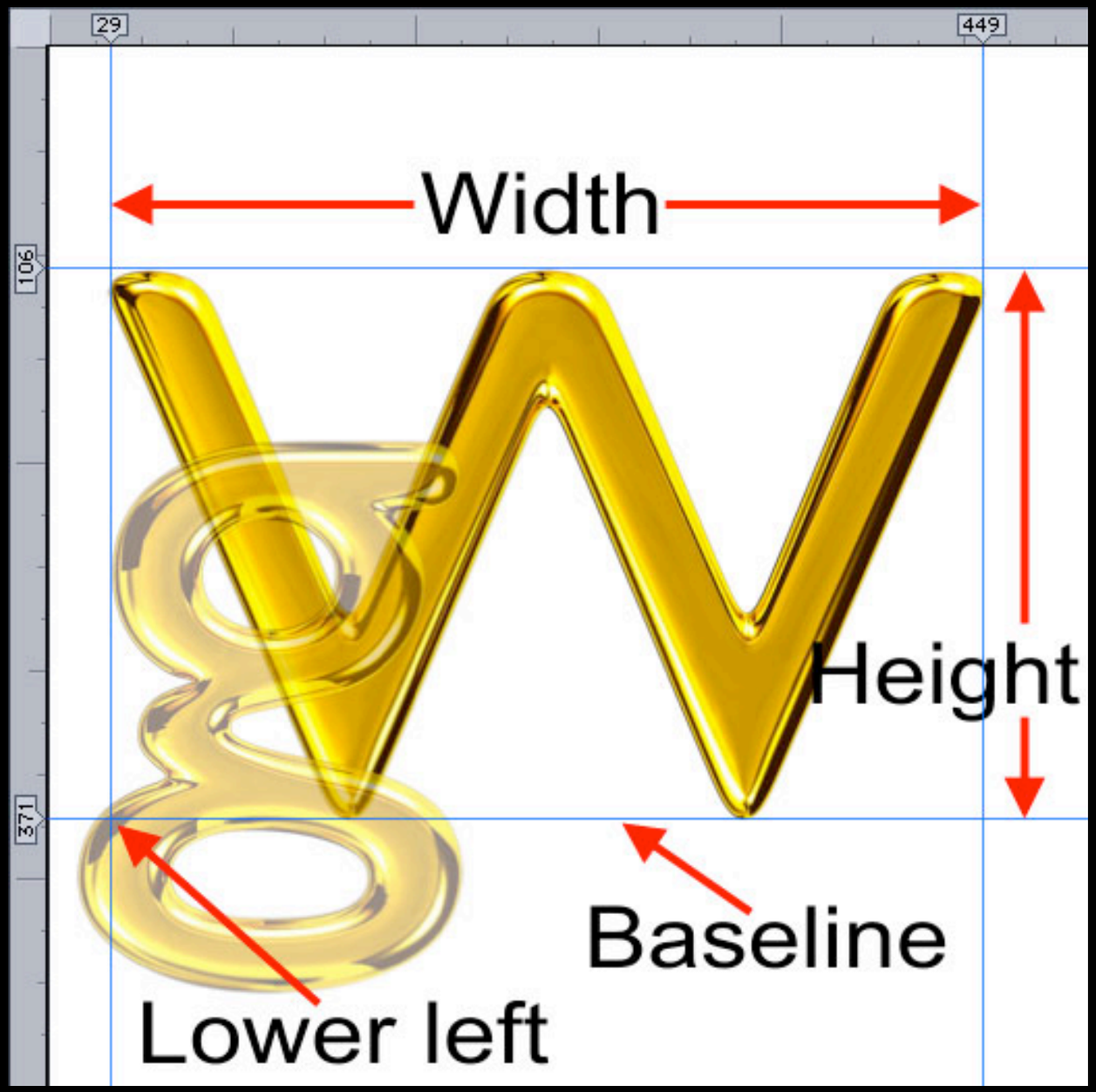
Tom Langmacher
Product Designer
toml@apple.com

Content Planning

- Supported character set
  - Apple ships 127 characters supporting English, Spanish, German and French
- Maximum point size
  - This dramatically influences the final file size
    Recommended range: 200–500 pt
- Number of frames and frame rate
  - Also affects the final file size
    Recommended range: 1–90 frames,1–30 fps

Content Planning

- Use the same project size for all characters
- Use the same lower left for all characters
- Make sure all characters fit your project size



Content Planning

- Looping animation
  - Segment loops, Full loops

Content Planning

- Looping animation
  - Segment loops, Full loops

Bumper

Design

- Target Audience
  - Broadcast, multimedia, web, print
- Style
  - LiveFonts are metaphors for a statement, best used as a single word to grab attention
  - Convey meaning or emotion

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Creating Content for Soundtrack

Xander Soren
Soundtrack Product Manager
xander@apple.com

Soundtrack

Royalty-free music creation

- Using pre-recorded loops
- Loops are matched in real-time to a project tempo and key
- Supports AIFF, WAV, Acid
- New format: Apple Loops

Apple Loops

AIFF + Metadata—
(used for searching and loop matching)

- Includes chunks that define:
  - Author, copyright information
  - Beats & time signature
  - Musical key & scale type
  - Genre
  - Instrument
  - Mood descriptors
  - Transient markers

Soundtrack Demo

Xander Soren
Product Manager
xander@apple.com

http://developer.apple.com/wwdc2003/urls.html

Creating Apple Loops

Creating Apple Loops Content

Record & edit
Tagging
Transient markers
Naming & directory structure
Testing

Recording

- Resolution up to 24bit/96kHz
- Quality input chain
- Tune instruments
- Play to a click or steady drum beat
- Keep recording log (key & scale)

Editing

- Use destructive waveform editor
  - Logic
  - Spark
  - Peak
- Perfectly looping region
- Start and end at zero crossing (or use fades)
- Normalize

Tagging

Soundtrack Loop Utility

Soundtrack Loop Utility

Demo

Naming & Directory Structure

- Be descriptive in file names
- Refine search leverages directory naming

Testing

- Add new Apple Loops file to project
- Check Icon
- Check rhythm
- Check pitch
- Confirm info “Additional Info” field

Getting Started

- Apple Loops SDK
  - Soundtrack Loop Utility
  - Documentation and developer guidelines
  - Sample Apple Loops

Q&A

Xander Soren
Soundtrack Product Manager
xander@apple.com

http://developer.apple.com/wwdc2003/urls.html

Who to Contact

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jefflowe@apple.com

http://developer.apple.com/wwdc2003/urls.html

WWDC 2003

Worldwide Developers Conference